

Attachment 3

Management Resumes Indicating Applicant's Technical Qualifications

Affinity Corporation

Senior Management

Mr. Maurie Daigneau

President & Chief Executive Officer

Mr. Maurie Daigneau is the principal shareholder and founder of Affinity Corporation. Since founding the Company in 1990, he has served as its President and Chief Executive Officer and has been responsible for guiding the Company. He has directed the development of all marketing programs, established and maintained all vendor relationships, and engineered the infrastructure development necessary to support and maintain the Company's years of operation.

He is a graduate of Northwestern University, where he quarterbacked the football team to consecutive second place finishes in 1970 and 1971. He was selected All Big Ten in 1971 and won Northwestern Big Ten Medal of Honor for outstanding academic and athletic achievement. After two unsuccessful NFL tryouts, Mr. Daigneau was able to play one year (1974) with the Chicago Fire of the World Football League.

In 1975, Mr. Daigneau started a specialty athletic footwear business that grew to an eleven-store operation. In 1981, Mr. Daigneau sold the retail portion (stores) of his operation and continued in the business as a wholesaler of athletic footwear until the fall of 1988, at which time he sold that remaining business. His entrepreneurial instincts eventually led him into telecommunications and the founding of Affinity. He is married and the father of five children.

Mr. Cal Roadhouse

Senior Vice President, Business Markets

Mr. Cal Roadhouse has been a member of the Affinity management team since February 1, 1999. He brought 15+ years of telecom experience to Affinity, having been a sales representative with both Sprint for 6 years and MCI for 9 years. His familiarity with Affinity is extensive in that he served as MCI's Affinity representative since the fall of 1991. His confidence in the future of Affinity brought him into our direct employ.

Cal's years of industry experience have given him a very detailed understanding of all aspects of both the switchless and switched-based elements of the business. His extended work with MCI gave him exposure to both small business and major account applications. He has assumed responsibility for all Affinity vendor relationships as it relates to products and services to be resold. He currently manages the McleodUSA relationship and has full management responsibility for the development of Affinity's Business Markets division, including the support of Bruce Maher and the LITS client base.

Mr. Steven Heisdorf
Vice President, Finance

Mr. Steven Heisdorf joined Affinity as Controller in July of 1999. In February of 2000 he was promoted to Vice President, Finance. Steve has over 7 years of telecommunications experience, having been employed by BellSouth Corporation and U.S. Cellular as a Financial Analyst, a Senior Financial Analyst and finally as Manager of Financial Planning and Analysis. In his last role he was responsible for a budget of over \$750 million in wireless revenues. In addition to his telecommunications experience, Steve has also been employed as an Accountant for Community Memorial Hospital. He has an undergraduate degree in Finance and a Masters' degree in Accounting and Business Management both from the University of Wisconsin-Milwaukee. He has passed the Wisconsin Certified Public Accountant exam and is currently in the process of becoming certified. Steve has the proven ability to solve complex accounting issues, improve company policies and procedures, and develop teams. He is a strategic thinker; adept at identifying the interrelated financial needs of Affinity's various departments.

Ms. Ann Shah
Vice President, Operations

Ms. Ann Shah has been a part of Affinity's Customer Service team since 1992. Promoted to Director of Customer Invoicing in 1997, Ann assumed responsibility and authority for the Company's customer invoicing function. In March of 1998, she was promoted to Director of General Services, in August of 1998 to Vice President of General Services, and in February of 2000 to Vice President, Operations. She directs and manages the day-to-day strategic development of the Company's Customer Solutions department. Ann has a BA from Concordia University and over nineteen years of telecommunications experience acquired with AT&T, Pacific Bell, MCI and Affinity.

Ms. Barb Simon
Vice President, Human Resources

Ms. Barb Simon has been with Affinity since 1993. She started with the Company as Assistant to the President and Personnel/Office Manager. Through her tenure with Affinity, Barb has received numerous promotions, including Corporate Personnel Administrator in 1994, Director of Human Resources and Administrative Services in 1997, and Vice President of Human Resources in August of 1998.

Barb has over twenty years experience in personnel administration, having been employed by Liberty Mutual Insurance Company for 9 years as Office Manager and Personnel Assistant, and 11 years with Bell & Howell Company as Personnel Manager. Barb has acquired continuing education credits with Marquette University and Management Resources Association in Human Resources Management and is a member of (HRMA), Human Resources Management Association of Southeastern Wisconsin.

Mr. Larry Jeffres
Director of Strategic Account Development

Mr. Larry Jeffres joined the Affinity team in 1990 during its startup phase. He was one of Affinity's first Master Sales Agents, with a focus on bringing professional, business, and cause-related organizations to Affinity's service and program. Larry's Idaho office was Affinity's Western regional office until January of 1997, when he accepted the corporate position of Director of Sales. In July 1999, Larry became Affinity's Director of Strategic Account development. He secures, manages and maintains all of Affinity's special client relationships, which include Paychex, Inc., National Association of Trial Lawyer Executives, and several of our larger nonprofit organization relationships. He also has responsibility for the development and growth of our Conference Calling Program.

Larry had 16 years of pre-Affinity experience as the owner/operator of a successful retail business in Sandpoint, Idaho.

Ms. Holly Hielsberg
Director of Marketing

Ms. Holly Hielsberg has been a member of the Affinity management team since August 1999, bringing with her ten years of marketing management experience. Most recently she was the director of Marketing for one of affinity's Select nonprofit organizations, the American Cancer Society, where her responsibilities included marketing efforts at the state, regional and national levels.

Holly is responsible for strategic and tactical marketing program development and implementation. This includes all aspects of marketing Affinity's programs and services. Currently on the board of Directors of the American Marketing Association, Holly holds both an undergraduate degree in Marketing as well as her Masters in Business Administration from Marquette University.

Mr. Scott Crouch
Manager of Information Systems

Mr. Scott Crouch has been with Affinity since 1995 in both the Customer Service and Information Systems departments. After holding positions as programmer, network administrator and project manager, he was promoted to the position of Manager of Information Systems in April 1999. Scott is responsible for all aspects of technical systems operations and programming, including Affinity's flagship billing and customer care system, Monarch. He attended the College of William and Mary and received a BA from the University of Wisconsin - Milwaukee. He is a Microsoft Certified Professional and is working towards Microsoft Certified Systems Engineer certification.

In the last several months, his team successfully made the Year 2000 transition and implemented a new database server with nearly 400% performance gains. They work closely with business unit leaders and end users to ensure that Affinity's current and future technological needs are met.